

Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

Time: February

Temperature: Not nearly enough!

Welcome to our second CAMPUS MEDIA NEWSLETTER. Our first was terribly successful; we're very pleased to be getting your comments, criticisms and suggestions as a result of the provocative commentary therein stated

* * * * *

DRY GUY AS SPOILER

A few of you by this time have probably received information from the Daniel J. Edelman Public Relations Company or its Edelman Youth division concerning a promotion being handled by them for Gillette and its product The Dry Look. This packet from Edelman Youth (Mrs. Joan K. Stelzer, Director) requests station participation in an on-campus/on-air promotion for a "National Dry Guy Week".

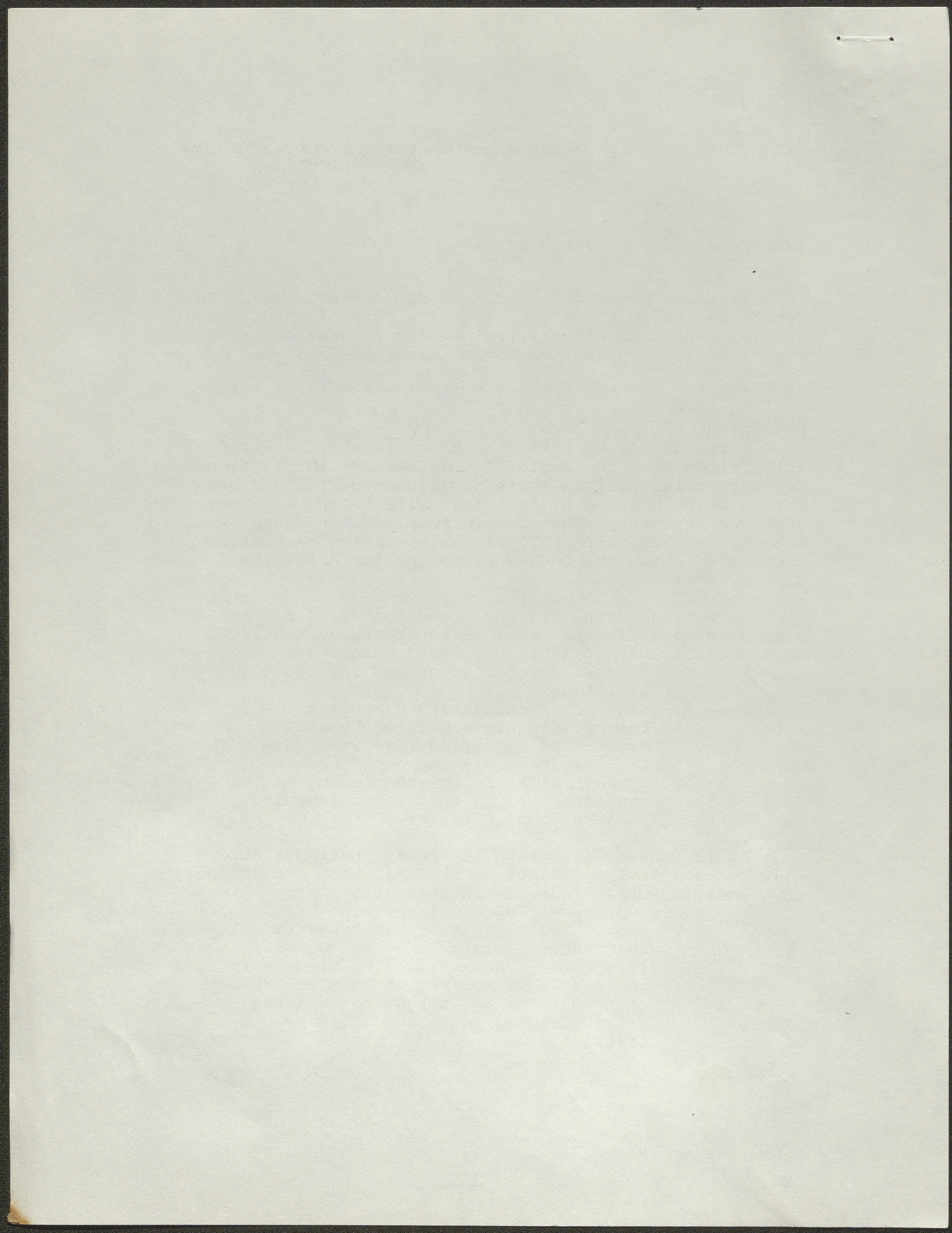
As we understand it, the promotion calls for participating stations to generate interest and knowledge of and about "National Dry Guy Week" through:

1. Student humor contest and related balloting
2. Stations broadcasting competing comedy segments submitted by staff members at specified intervals during "National Dry Guy Week"
3. Contest will be pre-promoted by stations through spot announcements, posters, publicity, etc.

Again, as we understand it, participating stations will receive "voter incentives" to help them get students on campus to vote. These incentives are:

Male voters - "500 samples of The Dry Look to be given out when students cast their ballots."

Female voters - "A certificate for a 'wardrobe' of wigs by Toni, valued at \$80.00, to be used as a 'lucky vote' drawing prize (drawing to be conducted by station)."



Edelman Youth further states that for a station to participate, it must:

1. "Agree that your station will conduct the program and give out The Dry Look to students as specified...."
2. "Advise your station's faculty/administrative advisor of station's participation in the program, and that program reports must be co-signed by him."
3. "Select an aggressive, promotion-minded student member of your station staff to act as NATIONAL DRY GUY WEEK Program Coordinator at your school."
4. "Complete and return the program application before February 5"

It is our opinion (from careful study of the original correspondence sent stations by Edelman Youth and from correspondence between Campus Media Inc and Edelman Youth) that participation by campus radio stations in a promotion such as this will hinder future sale of spot advertising time to prospective clients in the package goods field. In our estimation, a promotion/contest such as this, without equal compensation or remuneration to all participating stations, would set an unhealthy precedent as it sets stations, in totally separate market areas, against on another while all stations accomplish the task of getting the client's message across to their respective student body.

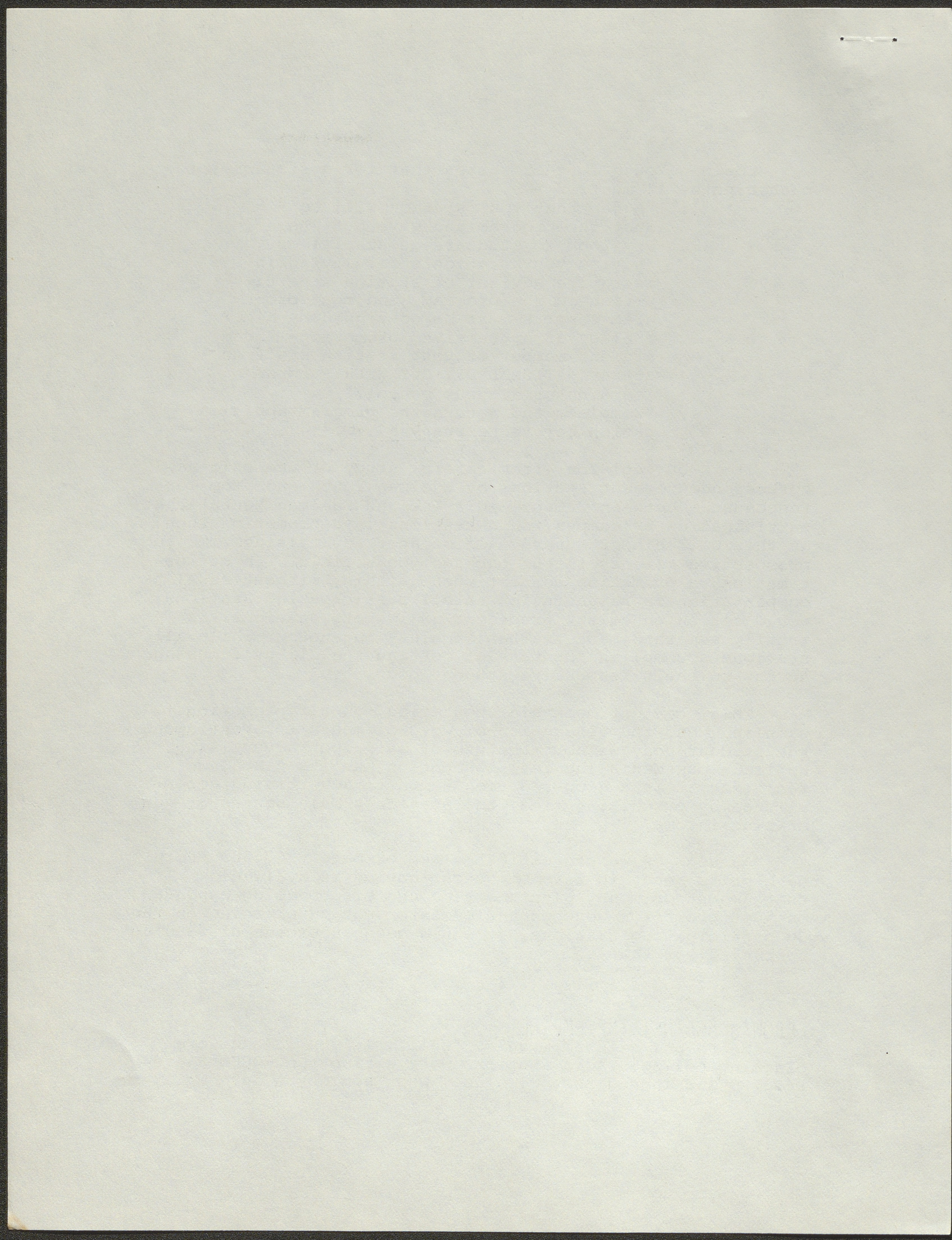
This "contest" contains postering, on-air promotion, sampling, and the generation of word-of-mouth interest among the student body without the use of paid spot advertising. While Campus Media Inc feels promotion has its place, we feel that it is a good addition to basic advertising accomplished by purchasing time, the station's main source of generating income.

As near as we can estimate, approximately \$7,500.00 in cash prize money in five major categories is available. If that amount of money plus the time and effort being expended on just promotion were channeled into spot advertising on the 30 participating stations, it would mean in excess of \$300.00 spot time per station.

* * * * *

LEBOW'S AGAINST THE EMPIRE

So then I said to myself, "self", if you indeed were claiming college radio stations were airing the ROSKO Radio Program and indeed they were not, what would you do? Well,



one might consider offering television sets to stations airing one's radio program but, since we weren't the ones making the claims, we wondered what College Marketing was doing.

Incidentally, the second flight of the ROSKO Show started the first of February (that's what College Marketing claimed) and, to the best of our knowledge, all Campus Media Inc stations save one have rejected this latest "dash for a dollar." That one station has notified CMC that following their initial 13-week committment, they too will return to being firm believers in spot sales.

We have reluctantly concluded that we cannot continue to represent stations that carry the ROSKO Show. We feel that we must protect our entire list of stations by sticking to their rates in all cases. By allowing some of our stations to carry the ROSKO Show, all of our stations would lose credibility in the eyes of current and future advertisers.

Don't fail to miss our next exciting episode when you'll hopefully hear Dean say to Jeff: "Say, what ever happened to those guys trying to syndicate....."

* * * * *

NEW ACCOUNTS #2

Additional clients deciding to test campus radio as an advertising medium include:

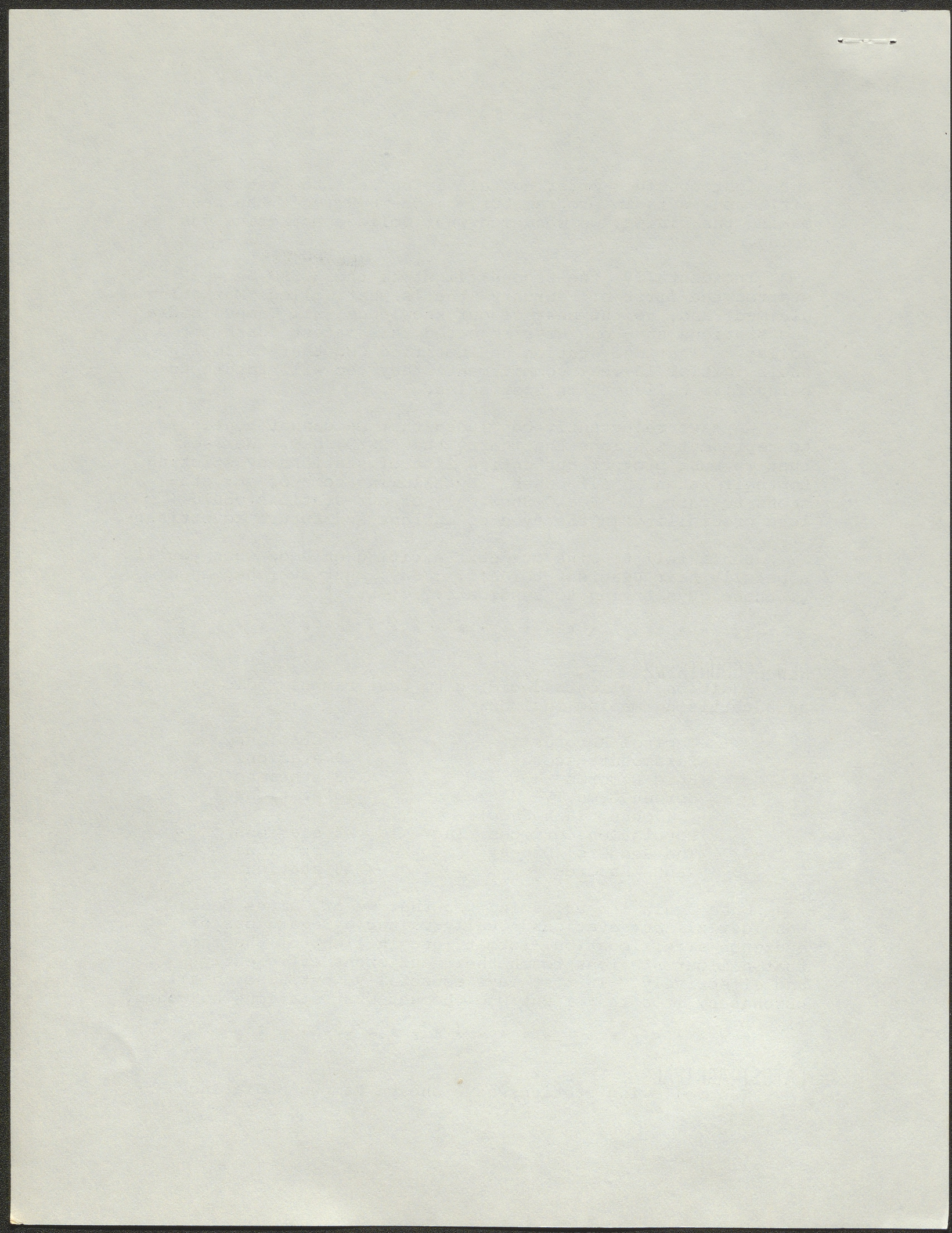
Capitol Records	8 stations
Paramount Records	9 stations
Epic Records	3 stations
Screen Gems TV	13 stations
(Johnny Cash Show)	
Population Services, Inc.	2 stations
The Readers' Digest	6 stations
Janus Records	40 stations

Once again let us remind you that we at Campus Media consider all our stations equally valuable regardless of audience size, location, format, etc in light of the fact that all our stations reach their audiences efficiently and effectively. In test buys especially, but also in all purchases, it's the client who chooses what stations he wants.

* * * * *

LATEST ARRIVALS

The following stations have chosen Campus Media Inc



as their national rep since the last edition of this newsletter:

KUOI	University of Idaho	Moscow, Idaho
WKGO	West Virginia University	Morgantown, WVa

Both of these stations are our first in their respective states which just shows to go you that "Yes (West) Virginia, there is an Idaho."

* * * * *

MCA CONSPIRES SOUNDLY

If your eyes aren't too strained from constant(?) reference to your IBS Master Handbook and corporate paperweight, you might find the one kid in the office who reads small print and have him flip to page 4 of the January 30 issue of Billboard. Therein lies information leading to the choice and convition of Campus Media's stations in a special campus radio promotion oriented around the new MCA SOUND CONSPIRACY ALBUM. Anyway, shortly you'll be receiving information by letter and/or phone call about holding your own give-away of these new releases to your audience. Though final figures are not yet set, each participating station will receive at least 50 of these albums. This "free, free, free" thing, we feel, has merit inasmuch as MCA made a large 72 station buy in the Fall and is making nice noises about a Spring campaign; we feel that giving new artists a push in the meantime will help keep them as resident clients. You're under no obligation; besides, it'll be interesting to see if that many records make it through university mails.

* * * * *

GOOD AFTERNOON, CAMPUS MEDIA

By the by, the next time you call inquiring about a lost affidavit or an overdue bill, say "hi" to Phyllis. Phyllis, our first draft choice, was signed right off the campus of New York University (Washington Square) for a fantastically low salary plus a bonus of all the back station correspondence circa 1967-68 for the states of South Dakota, Alaska, Montana, and Nevada.

Henceforth, Phyllis will be handling station relations (avoid the obvious puns) and correspondence. Therefore, any questions, comments and lewd remarks should be directed her way.

* * * * *

LADIES AND GENTLEMEN, A GOOD EVENING TO YOU.

